

**Amendment and Response under 37 C.F.R. 1.116**

Applicant: George B. Hobbs

Serial No.: 09/734,295

Filed: December 11, 2000

Docket No.: 10003974-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB ADVERTISING**REMARKS**

The following Remarks are made in response to the Final Office Action mailed April 21, 2005, in which claims 1-28 were rejected. With this amendment, claims 1-10, 22, and 23 have been cancelled without prejudice, and claims 11, 19, and 24 have been amended to clarify Applicant's invention. Claims 11-21 and 24-28, therefore, remain pending in the application and are presented for reconsideration and allowance.

**Claim Rejections under 35 U.S.C. § 102**

Claims 1-28 are rejected under 35 U.S.C. 102(e) as being anticipated by Zehr et al. U.S. Publication No. 2001/0025274.

With this Amendment, claims 1-10, 22, and 23 have been cancelled without prejudice. The rejection of claims 1-10, 22, and 23 under 35 U.S.C. 102(e), therefore, is rendered moot.

With this Amendment, independent claim 11 has been amended to clarify that associating at least one of the advertisements with the print job includes "automatically selecting the at least one of the advertisements based on the content of the print job and the profile of the advertisements." In addition, independent claim 19 has been amended to clarify that the print processing system controller is adapted to receive a data file for the print job from the customer, determine a content of the print job from the data file, and "automatically select at least one of the advertisements for the print job based on the content of the print job and the profile of the advertisements."

With respect to the Zehr et al. publication, this publication does not teach or suggest a method of processing a print job of a customer and including advertising with the print job as claimed in independent claim 11, nor a system for processing a print job of a customer and including advertising with the print job as claimed in independent claim 19. For example, the Zehr et al. publication discloses an electronic-to-physical mail delivery system that determines if an insertion of an advertisement of a selected one of a link to an advertisement of an advertiser and the advertisement itself is received (see Abstract). In the system of the Zehr et al. publication, advertisement selection is based on how closely the mail recipient matches the target market pre-selected by the advertiser (para. 0041), demographics known about the mail recipient (para. 0046), the user selecting an advertisement category (para. 0058), or user selection of one or more of the advertisements (para. 0060). The system of the

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Zehr et al. publication, however, does not automatically select an advertisement based on the content of the print job and the profile of the advertisements.

In view of the above, Applicant submits that independent claims 11 and 19 are each patentably distinct from the Zehr et al. publication and, therefore, are each in a condition for allowance. Furthermore, as dependent claims 12-18 further define patentably distinct claim 11, and dependent claims 20-21 and 24-28 further define patentably distinct claim 19, Applicant submits that these dependent claims are also in a condition for allowance. Applicant, therefore, respectfully requests that the rejection of claims 1-28 under 35 U.S.C. 102(e) be reconsidered and withdrawn and that claims 11-21 and 24-28 be allowed.

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In view of the above, Applicant respectfully submits that pending claims 11-21 and 24-28 are all in a condition for allowance and requests reconsideration of the application and allowance of all pending claims.

Any inquiry regarding this Amendment and Response should be directed to either Jeff D. Limon at Telephone No. (541) 715-5979, Facsimile No. (541) 715-8581 or Scott A. Lund at Telephone No. (612) 573-2006, Facsimile No. (612) 573-2005. In addition, all correspondence should continue to be directed to the following address:

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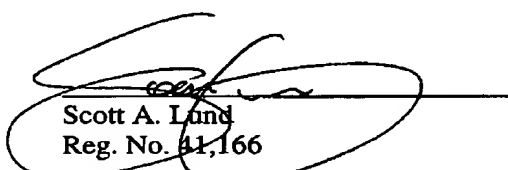
Respectfully submitted,

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**CERTIFICATE UNDER 37 C.F.R. 1.8:** The undersigned hereby certifies that this paper or papers, as described herein, are being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (703) 872-9306 on this 21<sup>st</sup> day of June, 2005

By   
Name: Scott A. Lund